



About the Organizers

Jagannath International Management School (JIMS), Vasant Kunj, New Delhi was set up in 2003 under the aegis of the JaganNath Gupta Memorial Educational Society (Regd), Delhi. As an Institute of excellence in the fields of Management, Information Technology, Journalism and Mass communication, JIMS has always striven to incorporate innovations in its curriculum in consonance with the changing needs of the society, in general and the corporate world in particular. Regular interactions with leaders in business and

academics have helped the Institute in achieving the goal of moving ahead in time. The standards it has set for the quality of its courses and the delivery system adopted, have earned the institution the distinction of being consistently ranked in the topmost category of institutions affiliated to the GGSIP University, New Delhi.

In pursuance of the National Action Plan of the National Assessment and Accreditation Council (NAAC), Bangalore, for performance evaluation, assessment and accreditation and quality up-gradation of higher education, JIMS, Vasant Kunj has established an Internal Quality Assurance Cell (IQAC) whose main goals are:

1. To develop a quality system for conscious, consistent and catalytic programmed action to improve the academic and administrative performance of JIMS, Vasant Kunj;
2. To promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices.

Since quality enhancement is a continuous process, the IQAC becomes a part of our Institute's system and works towards realizing the goals of quality enhancement and sustenance.

Seminar Director:

Dr. Ravi K. Dhar

Seminar Secretary:

Mr. Deepak Sharma

Seminar Advisors:

Prof. (Dr.) S.K. Dogra, Dr. Neeru Johri,
Mrs. Meenakshi Narula, Dr. Ashok Sharma
Dr. Ritu Sood, Mr. Varun Sapra

Jagannath International Management School

(Affiliated to GGS Indraprastha University, New Delhi)

Accredited by NAAC, Bangalore and ISO 9001 : 2008 Quality Certified Institution

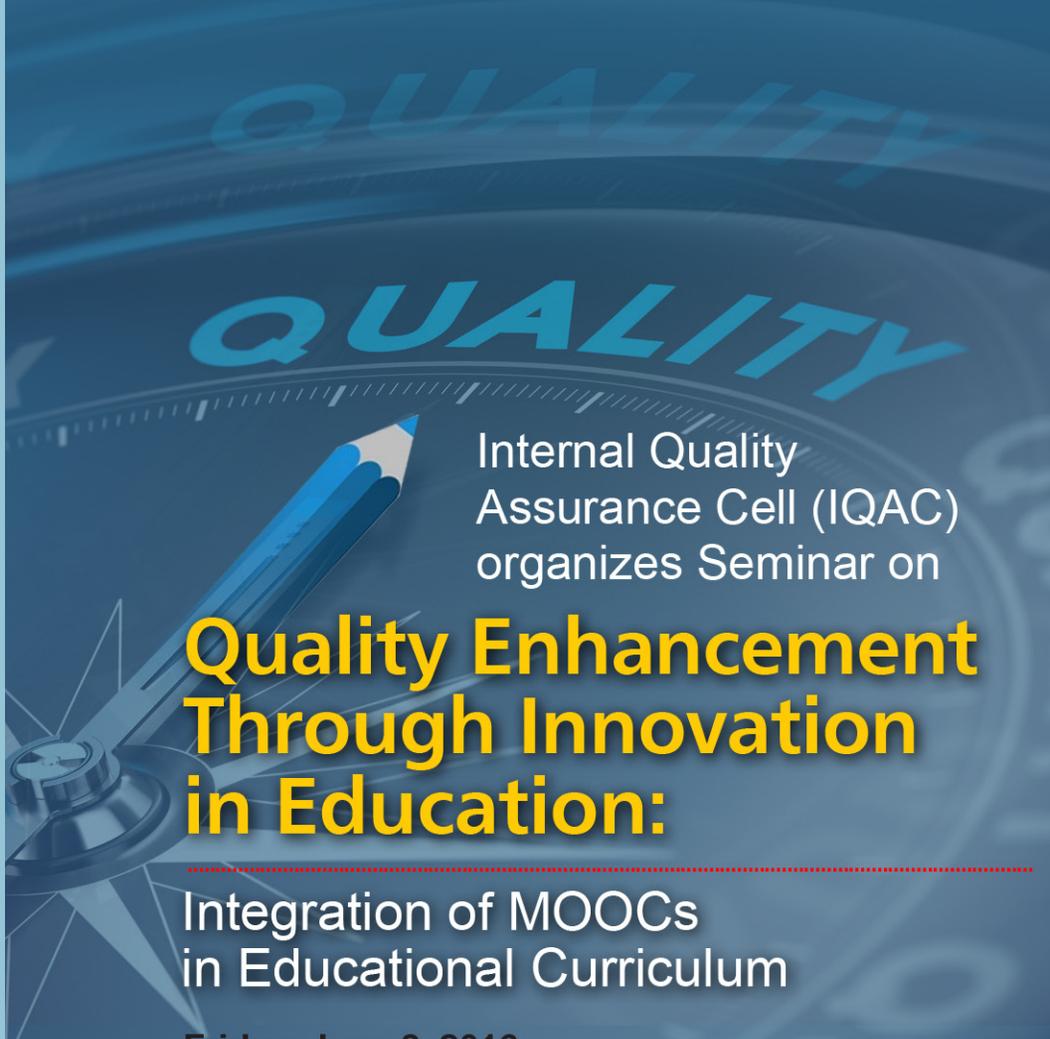
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QUALITY

Internal Quality Assurance Cell (IQAC) organizes Seminar on

Quality Enhancement Through Innovation in Education:

Integration of MOOCs in Educational Curriculum

Friday, June 3, 2016

Auditorium, JIMS Vasant Kunj, New Delhi

Quality Enhancement Through Innovation in Education: Integration of MOOCs in Educational Curriculum

Ever since Macaulay introduced liberal and scientific education in India, there have not been many changes in the methodologies of teaching, notwithstanding the various improvisations introduced by way of recommendations made by successive educational commissions established by the Government of India. The underlying principle of the 19th century system of education has been the transmission model of communication. This model lays emphasis on the sender's side of communication which by implication involves a good curriculum, structured lesson plans, structured lectures and a conducive communication situation, in this case the physical infrastructure of the educational institution. The entire focus of this model of education has been on production of standardized messages and their broadcasting in the classroom situations. The flip side of this model of communication has been the passivization of the learner or worse still, the silencing of the learner voices and identities. Such a model was appropriate to the 19th and the early 20th centuries which were themselves the intellectual products of the industrial age technologies.

The advent of new information and communication technologies offers an opportunity to rectify this overemphasis on transmission of standardized education messages in the classroom situations. The development of MOOCs, which integrate the best practices of the earlier methods of education, offer the opportunity of turning the contact hours in the curriculum into periods of high voltage learner activity involving interrogation of concepts elaborated in the MOOCs and their discussion in the classroom with the teacher acting as both the facilitator and the leader of discussion.

However, as MOOCs are the products of a new technology, educational theorists and teachers have been reticent in accepting them. Communication experts like Everet Rogers would trace such apprehensiveness to the problems encountered in the diffusion of any innovation. To expose teachers in higher educational institutes to the immensity of possibilities inherent in the use and integration of MOOCs in educational curriculum, the IQAC of JIMS, Vasant Kunj is organizing a Seminar on "Quality Enhancement through Innovation in Education: Integration of MOOCs in Educational Curriculum" on 03 June 2016 at JIMS, Vasant Kunj.

Resource Persons



Dr. Ravi K Dhar, a Doctorate in English from the North-Eastern Hill University, Shillong and Master of Journalism and Mass Communication from Himanchal Pradesh University, Shimla, Dr. Dhar started his career as a lecturer in English at North-Eastern Hill University, Shillong. He has taught English and Journalism at Punjab Agricultural University, Ludhiana and the Ethiopian Civil Services University, Addis Ababa.

Dr. Dhar has published papers in English Literature, Education and Mass Communication, apart from presenting papers in conferences at Stockholm,

Bangkok and Chuncheon. He has published three books, one in Mass Communication, another in Management and the third, a novel. He has been empanelled as a Quality expert in Mass Communication by NAAC, Bengaluru. He was nominated to the Court of Guru Gobind Singh Indraprastha University in 2011. He also heads the Media Education Committee of the Centre for Education Growth and Research, New Delhi.



Prof. (Dr.) Rajbir Singh, a double graduate in Law and Science, holds two Masters degrees- one in English and another in Mass Communication. He is a doctorate in the area of Development Communication and has authored a book titled 'Development Communication: Mass Media and Public Policy'.

A noted scholar and eminent media professional Prof. (Dr.) Rajbir Singh with his vast experience of approx. 22 years has served the nation in the field of Mass Communication in the multiple capacities of a media professional and media teacher-trainer-producer. Prof. Singh specializes in the areas of Public Relations, development communication, social marketing and communication research.

He has held several important positions like Director of Institute of Mass Communication and Media Technology, Kurukshetra University, Haryana, PR Professional with Public Relations Department, Government of Haryana.



Mr. S. V. Ramanan is a Senior General Manager in TCS Ltd. He is a senior HR professional with a multi disciplinary exposure in Information systems Architecting for IT services company and Clinical research organization. He has good exposure to strategic management, Business Operations and techno commercial aspects of IT procurement and services, Corporate communications and branding.

Mr. S V Ramanan has completed his M Tech from IIT-Delhi and BE from Delhi College of Engineering. His interest lies in complexity and chaos theory in Strategic Management. He is also a member of Global Institute of Flexible Systems.



Mrs. Meenakshi Narula is having around 20 years of experience in the IT Industry and academics. She is heading the IT department of JIMS for last eight years. She is the Programme Coordinator of BCA programme of GGSIP University and has been instrumental in revision of the syllabus of BCA, coordinating with 20 affiliated Colleges of the University offering BCA programme. She has also been involved in developing software for banking, housing finance and education sectors. She has published and presented research papers in the area of soft computing, artificial intelligence and expert systems.

Who can Attend

- IQAC Co-ordinators
- Educational Administrators
- Management Representatives
- Faculty members of institutes affiliated to GGS Indraprastha University, New Delhi.